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**Fischer**  
**FLOWERS**  
ATLANTIC CITY, N. J.



GROWER'S AND HYBRIDIZERS  
OF AFRICAN VIOLETS  
GREENHOUSES: LINWOOD, N. J.

*Presenting New  
Fringette and  
Double Hybrids  
1951*

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## FISCHER'S FRINGETTES

The new Fringette series of African Violets has been available for only one year. But in this time, the unprecedented demand of fanciers, the enthusiastic reaction of retail florists and the acclaim of other growers have confirmed our belief that the Fringettes are the choicest Saintpaulias ever produced. Hobbyists and professionals alike are attracted by the "frilled" or "wavy" blossoms and leaves, the long lasting blooms, the heavy flowering characteristics and lovely range of colors.

We again feature the standard series, now at lower prices.

Those who already know the excellence of these plants will welcome the addition of three outstanding varieties to the Fringette group.

## STANDARD FRINGETTE VARIETIES

**DARK BLUE FRINGETTE . . . . . 2 1/4" plants**

Very dark blue flowers with outstanding yellow eye—dark green foliage . . . . . **\$1.50**

**LIGHT BLUE FRINGETTE . . . . . 2 1/4" plants**

Beautiful light shade of blue—medium green foliage with green veins on under side of leaves, very free flowering . . . . . **\$1.50**

**RED LAVENDER FRINGETTE . . . 2 1/4" plants**

Bright lavender blooms with a reddish cast, and a distinctive light yellow eye—medium green foliage . . . . . **\$1.50**

**BLUE LAVENDER FRINGETTE . . 2 1/4" plants**

Lavender blooms with bluish cast—medium green foliage with reddish veins on under side of leaves . . . . . **\$1.50**

**PALE MAUVETTE LAVENDER FRINGETTE**

**2 1/4" plants**

Very pale mauvette lavender blossoms. Its delicate color and artistically waved blossoms make this variety the favorite of most people who have seen this series. It could be described as the acme of daintiness in Saintpaulias . . . . . **\$2.00**

**PURE WHITE FRINGETTE . . . . . 2 1/4" plants**

Pure white blossoms, quite fringed, but slightly smaller than the other fringettes . . . **\$2.00**

**SPECIAL OFFER — One each of the standard Fringettes for only . . . . . \$8.00**

## NEW FRINGETTE VARIETIES

**Light Blue Double Fringette . . . 2 1/4" plants**

Large fringed double blooms, many with yellow eye. Light green foliage also fringed with red veins on underside. . . . . **\$2.00**  
(available late summer)

**Dark Blue Double Fringette . . . 2 1/4" plants**

Like its light blue counterpart but with deep blue flower color. Foliage medium green. (available late summer) **\$2.00**

**Semi Dwarf Fringette . . . . . 2 1/4" plants**

Blossoms medium blue, fringed and of normal size. Foliage semi-dwarf, "wavy" and dark glossy green. A neat and compact grower, excellent for window sills . . . . . **\$2.00**

## FISCHER'S NEW DOUBLE HYBRID VARIETIES

A dwarf variety, improved summer flowering qualities and a distinctive new color highlight of our 1951 double introductions.

**Petite . . . . . 2 1/4" plants**

Beautiful free-flowering medium blue variety with clusters of small, perfectly formed double blooms. Very attractive semi-dwarf foliage, pink to red coloration on under sides . **\$2.00**

**DEBUTANTE . . . . . 2 1/4" plants**

Double blooms are mauve to pale misty lavender. This sensational new shade is well liked by people who have seen it . . . **\$2.00**

**DARK BLUE ROSETTE . . . . . 2 1/4" plants**

Free-flowering large dark blue double blooms with plain foliage. This plant was selected especially for its good summer keeping quality. (available late summer) . . . **\$2.00**

**LIGHT LAVENDER ROSETTE . . . 2 1/4" plants**

Another superior summer keeper. Double blooms are large and light lavender. This plant has the flowering and foliage characteristics of its dark blue counterpart . . . **\$2.00**

**SPECIAL OFFER**

Your choice—any three of above plants **\$5.00**

## STANDARD DOUBLE VARIETIES

**FISCHER'S DOUBLE MARGARET, 2 1/4" plants**

Very beautiful dark purple-blue flowers. . **\$1.50**

**FISCHER'S Double Dark Lavender. 2 1/4" plants**

A profusion of large dark lavender double flowers, assuming a two-tone effect as they open **\$1.50**

**FISCHER'S Double Light Blue . . 2 1/4" plants**

Beautiful shade of clear light blue . . . **\$1.50**

**SPECIAL DOUBLE VIOLET OFFER—One each of above 3 doubles for only . . . . . \$3.50**



NEW SEMI-DOUBLE VARIETIES

- APOLLO . . . . . 2 1/4" plants**  
Distinctive light blue flowers are borne in heavy clusters on long, sturdy stems. These semi-double blooms resemble singles but have a small rosette of shorter petals in the center. Most blossoms have a yellow eye. **Flowers do not drop** and plants are wonderfully free-blooming. Foliage is light-green and spreading. The many visitors at our greenhouses regard this as a plant of exceptional character. We believe it will have commercial importance when supplies become larger. . . . . **\$2.50**
- TEAR DROP . . . . . 2 1/4" plants**  
The small semi-double blooms are clear baby-blue. Flowering is profuse. Foliage very dwarf with edges slightly downcurved. This neat and restricted grower was enthusiastically received at the last National African Violet Society Convention . . . . . **\$2.50**

FISCHER'S SINGLE VARIETIES

- FISCHER'S SNOW QUEEN . . . 2 1/4" plants**  
Crystal white blooms with rounded petals. Flowers stand well above the bright green foliage . . . . . **\$1.00**
- WHITE WONDER . . . . . 2 1/4" plants**  
A new, free-flowering white — full-petalled large blossoms are borne on graceful stems and stand well above the flat growing light green foliage . . . . . **\$1.50**
- BLUE MOON . . . . . 2 1/4" plants**  
Beautiful pastel blue, full and well-rounded petals with flowers up to 1 3/4" diameter. Glossy dark green foliage waxy in appearance **\$1.00**

FISCHER'S THREE GIANT  
FLOWERING VARIETIES

- FISCHER'S GIANT RED LAVENDER**  
2 1/4" plants  
Very large reddish-lavender blooms on strong flower stems. Heavy oval-shaped foliage. Chosen for its beautiful shade, strong growing habit and free flowering characteristics **\$1.00**
- FISCHER'S GIANT ROSE PINK . 2 1/4" plants**  
Very large heavy flowers and stems. Flowers deep pink and slightly cup-shaped . . **\$1.50**
- FISCHER'S GIANT LIGHT BLUE, 2 1/4" plants**  
Very large flowers on well-placed stems. Leaves are heart shaped with green veins on the under side . . . . . **\$1.00**
- Collection of the three Fischer Giant  
Varieties . . . . . \$3.00**

## FISCHER'S NEW CERTIFIED AFRICAN VIOLET SOIL

A superior new soil for superior violets. This soil is steam sterilized and is the same soil we use at our Greenhouses, where we produce the finest African Violets grown. Carton containing  $2\frac{1}{4}$  pounds (enough soil to fill nine  $2\frac{1}{4}$ " pots; four 3" pots; or two 4" pots)

.75. 2 cartons for \$1.00. Please add 25c for mailing if west of the Mississippi River.

## HINTS ON VIOLET CULTURE IN IN THE HOME

As recommended by Fischer's Greenhouses

### 1 CARE IN THE HOME

- a Keep in warm well ventilated room, without drafts.
- b Temperature should be about 65 degrees Fahrenheit for best flowering. 70 will be all right.
- c Always maintain a high humidity about your violets. This is especially important with higher temperatures.
- d Give as much light as possible; early morning sun is ideal; or full rays from winter sun. Protect from hot sun rays in Spring and Summer, with thin curtain, tissue paper, etc., as the hot sun will cause the foliage to become yellow.
- e Gas leaking from stoves or other installations may cause flower drop and drying of buds. Check your kitchen equipment for escaping gas.

### 2. WATERING

- a Use tepid water for best results.
- b Place pot in saucer or pan and put just enough water in saucer to allow soil to soak up just enough to moisten surface of soil. Do not allow plant to remain in water for long periods of time. (See accompanying mimeographed leaflet for added hints.)
- c Water when soil on surface of pot is dry to touch.
- d Too much water may cause loss of roots, and crown rot.

### 3 FERTILIZATION

- a Well established plants should be fed about once every three weeks to a month with any reliable balanced fertilizer. Follow directions carefully.
- b We recommend using liquid fertilizer for best results as this is less likely to burn the tender violet roots.
- c Newly potted plants should not be fed until new roots begin to form.
- d Over fertilization may cause drooping of the foliage and sometimes burning of leaf margins.

### 4 INSECT CONTROL

Parathion 15% wettable powder is the newest and most promising insecticide now available.

**Parathion is very poisonous and must be used exactly as directed.** When properly used, it is a control for practically all insect pests of African Violets.



One thorough spraying or dipping is usually sufficient to kill all of the insects on your plants, as well as the eggs.

This treatment may burn the edges of your blossoms but will not harm the buds. It will also leave a slight residue which may be washed off with warm water later.

## **5 DISEASES AND CONTROL**

At first sign of rot, plant should be sprayed or dipped in Fermate (Dupont Fungicide) at rate of  $\frac{1}{2}$  ounce to three gallons of water.

**b Stem rot:** Generally found on older plants at soil level.

Plant will have drooping appearance even though soil is wet.

Top of plant should be removed; cutting away all rotted areas and re-rooting in a propagating medium.

Should the rot be in advanced stages, take leaf cuttings and destroy the old plant, as it will probably die.

## **6 WHEN REPOTTING PLANT IN NEW POT, USE FISCHER'S CERTIFIED AFRICAN VIOLET SOIL**

# **LOOKING AHEAD WITH FISCHER'S AFRICAN VIOLETS**

As breeders and propagators of African Violets it is the aim of Fischer's to continue the development and improvement of Saintpaulia varieties. Our 1951 introductions have included exciting additions to the series of Doubles and Fringettes. The first blooms on our latest crop of seedlings indicate that in 1952 several outstanding new introductions and varietal improvements will be available.

Make sure that you stay informed on the latest about superior varietal developments and cultural suggestions. Let us know any changes in your mailing address. Perhaps some of your friends might like copies of this or future bulletins. We will be happy to mail them at your request.

## ***Buy With Confidence From Fischer's***

All plants sold by us are grown in our own greenhouses at Linwood, New Jersey, and are shipped directly to you from the greenhouses. All plants are fully guaranteed to be large, clean, healthy, well established plants from 2 $\frac{1}{4}$ " pots.

If for any reason we cannot fill your order as requested within 30 days, we will refund money, promptly. We have had over 50 years growing experience, and in addition to many other crops, we grow thousands of African Violets each year.

All shipments will be made by Parcel Post.

No shipments will be made during the months of December, January or February due to danger of freezing. No. C. O. D. Orders will be accepted. Postage will be paid on all orders of \$5.00 or more. Please add Ten Cents for each plant on orders of less than \$5.00 to cover shipping costs.

For Special Delivery shipments, please add Twenty-five Cents to your order.

All plants will be shipped out of pots for greater shipping protection.

